

Board Meeting Minutes
Boulder Creek Business Association

Boulder Creek Pizza and Pub

April 19th 2013, 12:15pm

Board Members Present:

Officers: Eric Hammer, President
 Hallie Greene, Vice President
 Abby Rohrbough, Treasurer
 Zephyr Pfothenhauer, Secretary

Directors: Ebin Warner
 Tamara O'Kelley
 Justin Acton
 Ann Marie Conrad

Absent: Chris Currier

1. Welcome - Eric

Meeting called to order at 12:15pm

2. Action Item: Approve minutes of previous Board meeting on 3/15/13

Submitted by Zephyr Pfothenhauer. Motion to approve by Ann marie,
seconded by Abigail. All in favor.

3. Additions to the Agenda

Meeting dates - put next meeting on agenda.

4. President's Report - Eric

Street Lighting

There are frustrations with PG&E who appear to be digging up the street doing underground prep for lights. How do we want to handle the lack of communication between PG&E and business owners/BCBA?

Letter to Bruce McPherson needs to be sent – Zephyr was waiting for board consensus regarding changing it after the missed office hour earlier in the month. Zephyr will resend the letter to the board to restructure the first paragraph to address issues with PG&E.

Other things we can do: have weekly communication with supervisor's office, make phone calls to Robin and Steve, talk to merchants to involve them, set up steps to accomplish our goals. Put some pressure on press regarding lack of attention paid to Boulder Creek – business is being hurt.

Justin emphasizes the need for signage and consistency with Ben Lomond and Felton signage and branding. Would be good to partner with them to consolidate goals.

Action item: look into marketing for SLV.

Ann Marie reminds us that we are the Boulder Creek BA and thus our first commitment should be to our town – the other towns in the valley have their own business association. Would be good to go to SLV Chamber of Commerce meeting to renew the partnership committee that was formed at one time.

Eric - Report on meeting with Margaret Bruce

Eric had a 1.5 hour meeting two weeks ago with Margaret regarding the town lighting plan. We would like to see a proposal from her addressing mock-up lighting for Odd Fellows and using renewable energy to light up the storefronts on the main street corridor (Redwood Keg to Rainbow's End, Water District to Library). She needs a list of merchants and property owners with contact information – this will help us determine what track to take. One possibility is the Main Street Program for historic towns. There is money to be found in the form of grants etc if property owners don't want to pay. She agreed to provide a proposal detailing her costs and to generate a report on what's best for the community and the BCBA.

We will follow up with David Dunning regarding LED lights.

Action Item: Ann Marie will contact Margaret, Eric will contact Steve.

Action Item: Insurance

Needs to be done soon. Eric/Abigail will contact Wayne Williams.

Stakeholder Meeting on 4/22

There is a meeting at Simpkins Swim Center 1pm-2:30pm regarding economic vitality and strategic planning for the county. Eric, Tamara and Justin will attend.

5. Treasurer's Report – Abigail

Bank Balance:

Book Balance:

Karen Mayer was reimbursed. We need a line item for Christmas tree lights in reconciliation detail. Motion to approve by Ann Marie, Tamara seconds. All in favor.

Budget – Abigail

Tonya and Eric came up with forecasted budget based on 2012 income.

Abigail will reformat budget. Wants to revisit having a reserve. Our bare bones operating expense is \$12,000. Would be good to keep \$10000 or year's budget in an interest bearing account. We could commit a portion over several years.

Ann Marie motions to open a money market account for \$13000, leaving \$10000 in checking. Hallie seconds.

All approved.

Ann Marie and Eric will work with Abby on reformatting the budget.

6. Spring Cleaning – Ebin

Saturday the 8th is decided on.

We have 10 sponsors. Ann Marie will provide the BBQ and tools. Smoker....?

Ebin will revise the flier for new date and sponsors.

Discussion of sponsors being BCBA members and how to incentivize/thank them. Decide to eliminate sponsor logos from marketing materials, retain BCBA logo.

7. 4th of July – Ann Marie

Everything is moving right along.

8. Port-a-Pot for Junction Park – email request from Kim Main

Park District can't afford another bathroom, so the Rec board is looking for community support and possible funding for another Port-a- Pot. Questions of whether this falls in our jurisdiction.

Follow up next meeting.

9. Golf Tournament

Chris absent.

10. Town Survey Follow-Up

We will upload the survey to all associated websites (BCBA, Rec center, Bulletin?). Get quote from Wendy at Bulletin for inclusion as an insert.

Include our logo and contact info.

11. CANpaign Update

Justin is collecting money from cans and recommends removing them from places that aren't making money. Doing the Odd Fellows building mockup in the next several months should revitalize efforts.

12. Brookdale Lodge Update

April 30 is the date the prior owner is going to court. Caretakers are living on property. There is an offer on the property from a hotel development group, but it's unknown if the Bank of India will consider it.

13. Website upkeep proposal – Zephyr

Zephyr proposes a website upkeep plan including site maintenance and content production that equals 12 hours per month at \$30/hr.

Eric suggests using membership fees to promote the businesses online.

Zephyr will consolidate the proposal to reflect current membership dues.

Eric motions to authorize up to \$3155 per year, not to exceed. Zephyr will

produce this month's content as proposed. Ann Marie motions for 10 hours to be authorized immediately. Hallie seconds. All approved, one abstain.

14. Member of the Month – Zephyr

The website has been updated with the new Member of the Month, Blind Pilot. Would be best to have one member on the front page of site and have up to 2 other profiles as blog entries. Members will be chosen randomly from list of current members.

15. Membership Drive – Hallie

No report.

16. Announcements & Adjourn

Next year's auction "fund in need" – new marquee board.

Board decides to hold monthly, all-inclusive general meetings rather than alternating merchant meetings with general meetings.

Next general meeting is May 1st, next board meeting is May 17th.

Adjourn at 1:39pm.